



“We did not need to adapt our application to meet the technological scope of the programme – because there is none! Eurostars is open to innovation in all technologies. We simply described our business plan, how we wanted to reach the market and make money.”

Jan Reichelt, Eurostars MAKIN'IT project leader [Mendeley, the start-up leading the Eurostars project was subsequently acquired by Reed Elsevier for a package worth a reported \$100 million (76.4 million euros)].

FOR WHAT KIND OF SME?

Eurostars is a funding and support programme, aimed at R&D-performing SMEs¹ that wish to exploit the benefits that come with international collaboration. Eurostars projects are transnational, involving at least two partners from two different Eurostars participating country¹.

WHAT'S IN IT...

... FOR THE PARTICIPATING SME(s)?

- ✓ The R&D-performing SME is **in the driving seat**, leading the **international project consortium**
- ✓ National and EU funding for a market-oriented project leading to a process, service or product
- ✓ **An easy application process**: a single online form that is straightforward to complete
- ✓ One central evaluation by independent experts
- ✓ Eurostars is 'open for business' on a continuous basis; SMEs can submit an application at any time¹
- ✓ Eurostars is open to **all projects in all technology areas**. Business knows best, so Eurostars is '**bottom-up**' – the SME defines the nature of the project
- ✓ The goal of every Eurostars project should be **rapid commercialization of R&D results**. The product of R&D should be on the market, being sold and generating revenues within two years of project completion
- ✓ **The opportunity to collaborate internationally and access new markets**
- ✓ In a Eurostars project, expertise from different countries and from different organisations can be easily combined, enabling small companies to do something that is too big to handle alone
- ✓ Eurostars is **an ideal first experience in international cooperation**, enabling small businesses to realize the many benefits of working beyond national frontiers.

FINANCING...

... FOR THE PARTICIPATING SME(s)?

- Participating countries (currently, 34¹) earmark funds for their national participants in Eurostars projects. A 'Virtual Common Pot' system operates, which allows each participating country to fund its own participants following national funding rules/rates, which vary from 35-100% of eligible costs.

... OF THE WHOLE PROGRAMME, OVER THE DURATION OF HORIZON 2020?

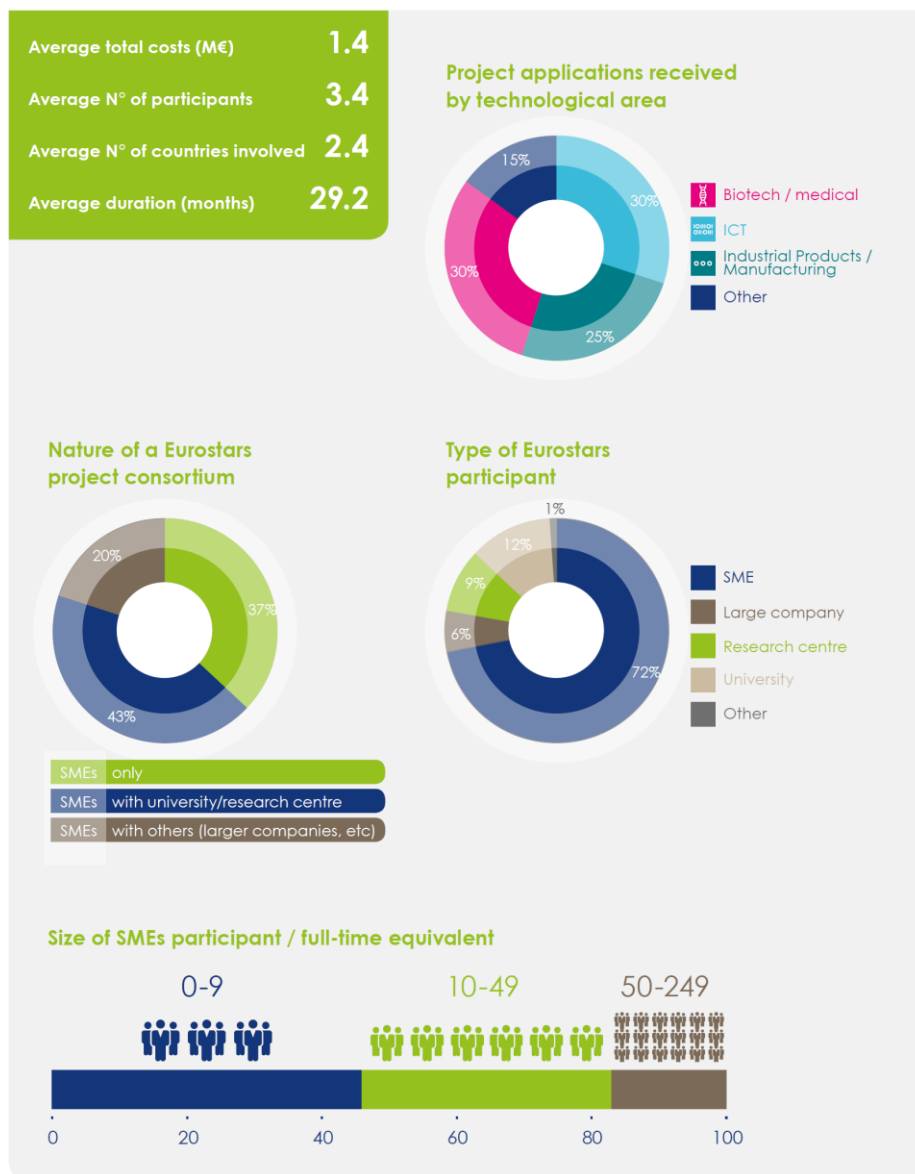
- The total public budget amounts to € 1.2 billion. Eurostars-participating countries will contribute €861 million and the EU will contribute € 287 million.

HOW DOES IT WORK?

Eurostars is a European joint programme, co-funded from the national budgets of 34 EUREKA countries and by the European Union through Horizon 2020. With its bottom-up approach, Eurostars supports R&D-performing SMEs and stimulates international collaborative research and innovation projects. Eurostars has been carefully developed to answer to the specific needs of these SMEs – and targets the development of new products and services, giving easier access to international markets, thanks to the transnational nature of each project consortium. These projects are started and led by an SME and involve at least one other partner from another Eurostars country. A project should last no longer than three years and, within two years of completion, the product of research should be ready for market introduction.

Eurostars applications pass through a highly-competitive selection process, being scrutinised by a panel of international research and business experts, to ensure that only the best business ideas and strongest partnerships get the support they need. It has been repeatedly shown that Eurostars helps businesses grow their teams, discover new expertise – and attract private investors.

PROFILE OF AN AVERAGE EUROSTARS PROJECT



WHEN TO APPLY?

Eurostars is open for applications on a continuous basis, with a minimum of two submission deadlines per year, which are published on the Eurostars website.

HOW TO APPLY...

REGISTER ONLINE at:

www.eurostars-eureka.eu

GET SUPPORT AND ADVICE IN YOUR COUNTRY.

CONTACT: The EUREKA and Eurostars national project coordinator in your country: NPCs provide information and guidance to businesses wishing to participate in Eurostars; they are also a mine of in-depth information on EU, national and regional public funding possibilities.